

### REMARKS

The Office Action dated March 24, 2010, and made Final, has been carefully reviewed and the foregoing Amendment has been made in consequence thereof.

Claims 1, 3-32, 49-51, 53, 56, and 57 are now pending in this application. Claims 1, 3-32, 49-51, 53, 54, 56, and 57 stand rejected.

The rejection of Claims 1, 3-10, 23, 24, 53, and 56 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent Publication No. 2004/0002386 to Wolfe, et al. (hereinafter referred to as “Wolfe”) in view of U.S. Patent 6,371,852 to Acres (hereinafter referred to as “Acres”) is respectfully traversed.

Claim 1 has been amended to recite “allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system, wherein the unenrolled player is awarded with the first set of enrollment incentives after enrolling in response to the notification; notifying the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in the player tracking system, wherein a frequency of notifications to the unenrolled player is adjustable; presenting the unenrolled player with a second set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system; and allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system after the subsequent triggering event, wherein the unenrolled player is awarded with the first set and the second set of enrollment incentives after enrolling in response to the notification of the subsequent triggering event.” Such recitations are supported in the specification at, for example, paragraph [0048].

Wolfe describes a casino information management system that includes a casino server (20) and a plurality of hand-held devices (12) connected to the casino server (20) by a wireless communication system (13). A casino employee may use a hand-held device (12) to coordinate drop box processing, receive and place beverage orders from players, facilitate

communications between multiple players, and coordinate jackpot processing. Moreover, the employee may use the hand-held device (12) to obtain information from the casino server (20) about a particular gaming machine or a group of gaming machines, or about a particular player or a group of players. For example, an employee may locate players that have wagered more than a specified amount of money within a certain time period. If such a player does not have a player account for a player tracking service, the employee may register the player using the hand-held device (12). Notably, Wolfe does not describe nor suggest notifying an unenrolled player after an occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in a player tracking system, presenting the unenrolled player with a second set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system, and allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system after the subsequent triggering event, wherein the unenrolled player is awarded with a first set and the second set of enrollment incentives after enrolling in response to the notification of the subsequent triggering event.

Acres describes a method in which account credits may be applied to a player's account, as an incentive to the player to open the account. When the account is opened by a casino, an account credit may be applied to the account. Moreover, Acres describes inducing a player to use a tracking card by awarding each player points that are proportional to the money wagered by the player. Players consequently accrue points at a rate related to an amount wagered. The points are displayed on a display. The player may then redeem points for selected merchandise, meals in casino restaurants, or the like, which each have assigned point values. Notably, Acres does not describe nor suggest notifying an unenrolled player after an occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in a player tracking system, presenting the unenrolled player with a second set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system, and allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system after the subsequent triggering event, wherein the unenrolled player is

awarded with a first set and the second set of enrollment incentives after enrolling in response to the notification of the subsequent triggering event.

No combination of Wolfe and Acres describes nor suggests a method of registering an unenrolled player in a player tracking system, as recited in Claim 1. More specifically, no combination of Wolfe and Acres describes nor suggests notifying an unenrolled player after an occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in a player tracking system, presenting the unenrolled player with a second set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system, and allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system after the subsequent triggering event, wherein the unenrolled player is awarded with a first set and the second set of enrollment incentives after enrolling in response to the notification of the subsequent triggering event. Rather, Wolfe merely describes using a wireless device to locate hot players that do not possess a player tracking card and approaching those players to offer enrollment, and Acres describes applying credits to a player's account as an incentive to open the account.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Wolfe in view of Acres.

Claims 3-10, 23, 24, 53, and 56 depend from independent Claim 1. When the recitations of Claims 3-10, 23, 24, 53, and 56 are considered in combination with the recitations of Claim 1, Applicants submit that depe

ndent Claims 3-10, 23, 24, 53, and 56 likewise are patentable over Wolfe in view of Acres.

For the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 1, 3-10, 23, 24, 53, 54, and 56 be withdrawn.

The rejection of Claims 11-16 under 35 U.S.C. § 103(a) as being unpatentable over Wolfe in view of Acres, and further in view of U.S. Patent Publication No. 2004/0127284 to Walker, et al. (hereinafter referred to as “Walker”) is respectfully traversed.

Wolfe and Acres are described above. Walker describes a system (100) that includes one or more controllers (102) coupled in communication with one or more game machines (104). The system (100) enables messages to be sent between a controller (102) and a game machine (104), from one game machine (104) to another game machine (104), and/or from a game machine (104) or controller (102) to another device, such as a large display screen. Messages may include, for example, status messages, gaming-related messages, messages relating to comps or a player’s casino visit, and/or news alerts. Moreover, messages may be categorized based on criteria such as a type of message, message content, an originator of a message, and/or a length of a message.

Claim 1 is recited above.

No combination of Wolfe, Acres, and Walker describes nor suggests a method of registering an unenrolled player in a player tracking system, as recited in Claim 1. More specifically, no combination of Wolfe, Acres, and Walker describes nor suggests notifying an unenrolled player after an occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in a player tracking system, presenting the unenrolled player with a second set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system, and allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system after the subsequent triggering event, wherein the unenrolled player is awarded with a first set and the second set of enrollment incentives after enrolling in response to the notification of the subsequent triggering event. Rather, Wolfe merely describes using a wireless device to locate hot players that do not possess a player tracking card and approaching those players to offer enrollment, Acres describes applying credits to a player’s account as an incentive to open the account, and Walker describes a casino communication system that enables game machines, controllers, and/or other devices to send and display messages to players.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Wolfe in view of Acres and Walker.

Claims 11-16 depend from independent Claim 1. When the recitations of Claims 11-16 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 11-16 likewise are patentable over Wolfe in view of Acres and Walker.

For the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 11-16 be withdrawn.

The rejection of Claims 17-22 and 25-32 under 35 U.S.C. § 103(a) as being unpatentable over Wolfe in view of Acres, and further in view of U.S. Patent 6,896,618 to Benoy, et al. (hereinafter referred to as “Benoy”) is respectfully traversed.

Wolfe and Acres are described above. Benoy describes a player tracking system that includes a player tracking account server (60) that collects player data from a player tracking unit (56) within each of a plurality of gaming devices (90, 92, 94, 96). Each player tracking unit (56) includes a card reader (24), a speaker and microphone (58), and a touch screen display (16). The player tracking unit (56) may be used to login to the player tracking system as an existing player and/or to enroll in the player tracking system as a new player before, during, or after the player plays a game at a gaming device (90, 92, 94, 96).

Claim 1 is recited above.

No combination of Wolfe, Acres, and Benoy describes nor suggests a method of registering an unenrolled player in a player tracking system, as recited in Claim 1. More specifically, no combination of Wolfe, Acres, and Benoy describes nor suggests notifying an unenrolled player after an occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in a player tracking system, presenting the unenrolled player with a second set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system, and allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system after the subsequent triggering event, wherein the

unenrolled player is awarded with a first set and the second set of enrollment incentives after enrolling in response to the notification of the subsequent triggering event. Rather, Wolfe merely describes using a wireless device to locate hot players that do not possess a player tracking card and approaching those players to offer enrollment, Acres describes applying credits to a player's account as an incentive to open the account, and Benoy describes a player tracking unit that enables a player to login to a player tracking system as an existing player and/or enables the player to register as a new player with the player tracking system.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Wolfe in view of Acres and Benoy.

Claims 17-22 and 25-32 depend from independent Claim 1. When the recitations of Claims 17-22 and 25-32 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 17-22 and 25-32 likewise are patentable over Wolfe in view of Acres and Benoy.

For the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 17-22 and 25-32 be withdrawn.

The rejection of Claims 49-51 and 57 under 35 U.S.C. § 103(a) as being unpatentable over Benoy in view of Acres is respectfully traversed.

Benoy and Acres are described above.

Claim 49 has been amended similar to Claim 1. Specifically, Claim 49 recites a player tracking system for uncarded players, wherein the player tracking system comprises "at least one server coupled to said plurality of gaming devices via said network, wherein said at least one server is configured to: track uncarded play of unenrolled players having uncarded player accounts . . . enable the unenrolled player to enroll in said player tracking system in response to an election by the unenrolled player to enroll, wherein the unenrolled player is awarded with the first set of enrollment incentives after enrolling in said player tracking system; notify the unenrolled player after the occurrence of a subsequent triggering event in response to an election by the unrolled player not to enroll, wherein a frequency of

notifications to the unenrolled player is adjustable; present the unenrolled player with a second set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system; and allow the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system after the subsequent triggering event, wherein the unenrolled player is awarded with the first set and the second set of enrollment incentives after enrolling in response to the notification of the subsequent triggering event.”

No combination of Benoy and Acres describes nor suggests a player tracking system for uncarded players, as recited in Claim 49. More specifically, no combination of Benoy and Acres describes nor suggests notifying an unenrolled player after an occurrence of a subsequent triggering event in response to an election by the unenrolled player not to enroll in a player tracking system, presenting the unenrolled player with a second set of enrollment incentives that the unenrolled player would have earned if enrolled in the player tracking system, and allowing the unenrolled player to enroll in the player tracking system in response to an election by the unenrolled player to enroll in the player tracking system after the subsequent triggering event, wherein the unenrolled player is awarded with a first set and the second set of enrollment incentives after enrolling in response to the notification of the subsequent triggering event. Rather, Benoy describes a player tracking unit that enables a player to login to a player tracking system as an existing player and/or enables the player to register as a new player with the player tracking system, and Acres describes applying credits to a player’s account as an incentive to open the account.

Accordingly, for at least the reasons set forth above, Claim 49 is submitted to be patentable over Benoy in view of Acres.

Claims 50, 51, and 57 depend from independent Claim 49. When the recitations of Claims 50, 51, and 57 are considered in combination with the recitations of Claim 49, Applicants submit that dependent Claims 50, 51, and 57 likewise are patentable over Benoy in view of Acres.

For the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 49-51 and 57 be withdrawn.

In view of the foregoing amendments and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action are respectfully solicited.

Respectfully submitted,

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